INDUSTRY PROFILES

Educational Services Industry

June 2012

Alberta

Overview:

The Educational Services industry[1] in Alberta includes:

- public and private schools, colleges, universities and training centres;
- instructional and training services; and
- related support services such as food and accommodation for students.

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[1] North American Industry Classification System (NAICS) major group 61

Section A: Business Environment

1. 2011 Employment and Unemployment Numbers and Rates:

	Alberta	Educational Services Industry
Number of employed	2,094,100	127,400
Percent employed in the industry		6.1%
Number of unemployed	121,000	3,900
Unemployment rate	5.5%	3.0%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2012

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry's Growth:

- This industry accounted for 6.1% of total employment in Alberta in 2011.
- Employment in the Educational Services industry is expected to grow at an average rate of 1.5% from 2011 to 2015.
- The industry is expected to account for 6.2% of total employment in Alberta in 2015.

For more information, see the *Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2011 – 2015, Industry Employment Outlook*[4] online and the Alberta Learning Information Service (ALIS)[5] website for descriptions of industries.

[2] See http://www.employment.alberta.ca/BI/67.html
[3] See http://www.statcan.gc.ca
[4] See http://www.employment.alberta.ca/documents/cops-outlook-2011-2015.pdf
[5] See http://www.alis.alberta.ca

3. Facts, Trends and Outlook:

According to Statistics Canada's National Economic Accounts, the Educational Services industry accounted for 4.0% of Alberta's Gross Domestic Product in 2011, up slightly from 3.9% in 2001. The industry's share of Alberta's total employment decreased from 6.7% in 2001 to 6.1% in 2011.

Employment in 2011 was 1.6% lower than its level in 2010. For the last ten years, employment has increased from 109,200 people in 2001 to 127,400 people in 2011, a 16.7% increase. There were 121,100 employees in the industry in 2011 of whom 76.6% were permanent and 23.4% were temporary. Self-employed people accounted for 4.9% of total employment in the industry in 2011.

Characteristic	Alberta	Educational Services
Median Retirement Age (years)	64.7	64.8
Average Number of Hours Worked per Week	37.6	34.7
Multiple Jobholders (% of total employment)	6.0%	8.1%
Average Job Tenure (months)	87.9	118.7
Employees Under Union Coverage (%)	23.2%	67.3%
Employees Working Overtime per Week (%)	25.8%	37.6%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 282-0022, 282-0031, 282-0042, 282-0078 and 282-0084, 2012 and custom tabulation (median retirement age)

According to *Alberta Occupational Demand Outlook 2011-2015*, employment growth in the following occupations is expected to exceed 2.7%, the average for all occupations: University professors and assistants; College and other vocational instructors; and Secondary and elementary school teachers and educational counsellors.

4. Size of Businesses in Alberta and the Industry:

Establishment Size	Businesses in Alberta		Establishments in Educational Services	
	Number of Employees	%	Number of Employees	%
Less than 20 employees	637,400	36.6%	23,900	19.7%
20 to 99 employees	594,400	34.1%	55,200	45.6%
100 to 500 employees	326,300	18.7%	19,600	16.2%
Over 500 employees	184,200	10.6%	22,400	18.5%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0076, 2012

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations in the Educational Services industry include:

- elementary school teacher;
- educational counsellor;
- teacher assistant;
- university professor; and
- school principal.

For a complete listing of all occupations related to this industry as well as detailed information on educational and skill requirements, visit the Alberta Occupational Profiles[6] website.

2. Demographics: Gender and Age:

According to the Labour Force Survey, the gender breakdown in the Educational Services industry is as follows:

- women employed: 87,700 people, or 68.8%
- men employed: 39,700 people, or 31.2%

In Alberta, women accounted for 44.9% and men made up 55.1% of total employment.

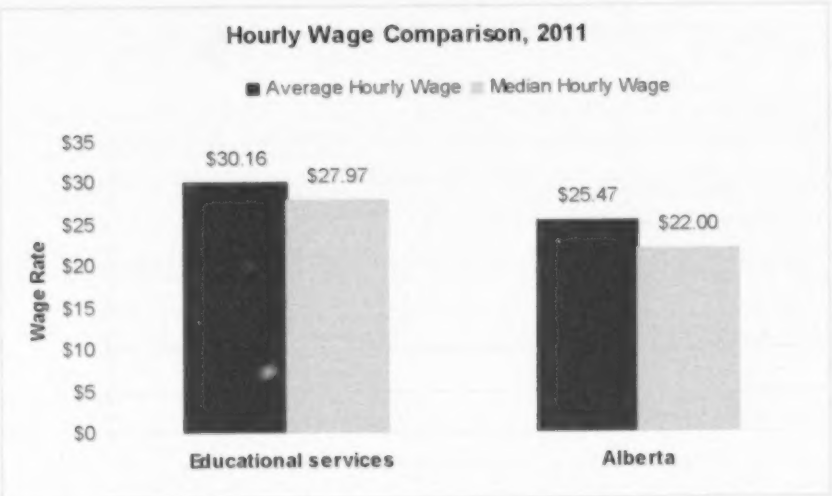
Age Characteristics	Employment in Alberta		Employment in Educational Services	
	Number	%	Number	%*
15-24 years	318,900	15.2%	9,300	7.3%
25-54 years	1,423,000	68.0%	90,300	70.9%
55 years and over	352,300	16.8%	27,700	21.7%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2012

* Percentages may not add up to 100 due to rounding

[6] See http://www.alis.alberta.ca/occinfo

3. Wages:



Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0072, 2012
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Elementary school and kindergarten teacher	$ 25.34	$ 36.21	$ 48.46	$ 58,649
Educational counsellor	$ 21.81	$ 32.91	$ 41.45	$ 62,473
School principal and administrator of education	$ 44.57	$ 52.60	$ 61.31	$ 102,921

Data Source: 2011 Alberta Wage and Salary Survey

For more information on the 2011 Alberta Wage and Salary Survey, refer to the WAGEinfo[7] website. For job descriptions, duties, required skills and education requirements for specific occupations in the Educational Services industry, visit the ALIS[8] website.

[7] See http://www.alis.alberta.ca/wageinfo
[8] See http://www.alis.alberta.ca

Section C: Additional Information

Links to Ministry and Selected Associations in Industry:

- Alberta Advanced Education and Technology
  (http://aet.alberta.ca)
- Alberta Education
  (http://www.education.alberta.ca)
- Alberta Teachers' Association
  (http://www.teachers.ab.ca)
- Association of Canadian Community Colleges
  (http://www.accc.ca)
- Association of Universities and Colleges of Canada
  (http://www.aucc.ca)
- Canadian Association of University Teachers
  (http://www.caut.ca)
- Canadian School Boards Association
  (http://www.cdnsba.org)